



# MassEcon

**A Partnership Dedicated to Fostering Economic Growth in  
Massachusetts**

**Resources to Support the Location Decision**

**Springfield Developers Conference**

**October 27, 2010**

**Massachusetts**  
*It's all here.®*



## MassEcon Overview

### **The Massachusetts Alliance for Economic Development**

- The Massachusetts Alliance for Economic Development (MassEcon) is a private, non-profit partnership formed in 1993
- Purpose is to promote Massachusetts as a place to do business
- MassEcon promotes Massachusetts through services that support the location decision:
  - Deployment of members' private sector expertise
  - Site Finder Service
  - Research & Information Service
  - Ambassador's Program
  - Marketing Massachusetts



## MassEcon's Private Sector Expertise

### Private Sector Supporters

MassEcon's members cover a variety of industries and help make the choice for Massachusetts

#### Design, Engineering, and Construction Firms

BSC Group  
Cutler Associates  
Dacon Corporation  
Fuss & O'Neill  
Symmes Maini & McKee Associates  
Vanasse Hangen Brustlin

#### Finance

Citizens Bank  
Fidelity Investments

#### Law & Professional Services

Bowditch & Dewey  
CWS Consulting Group  
DLA Piper US LLP  
Hinkley Allen & Snyder  
KPMG  
New Landmark Group  
Right Management  
Sherin & Lodgen

#### Real Estate Services

BioMed Realty Trust  
Campanelli Companies  
Coldwell Banker Residential Brokerage  
Core Investments  
CresaPartners  
Grubb & Ellis  
GVA Thompson Hennessey & Partners  
Lincoln Property Company  
NAI Hunneman  
O'Connell Development Group  
Patriot Place  
Richards Barry Joyce & Partners



## MassEcon Services: Site Finder

### Site Finder

- MassEcon's customized Site Finder Service enables relocating companies to find buildings and land that fit their requirements
- Service is found in over 40 states
- MassEcon augments and works with brokerage community
- Exclusive agents or the user can submit a search
- Minimum of 10,000 SF for building or 20,000 SF for land
- Confidential and complimentary
- Follow up with the company and offer decision support information and MassEcon members' private sector expertise

# Site Finder Overview

**MassEcon is contacted by Company, Consultant, or State for Site Finding Service**

**MassEcon provides information that makes case for Massachusetts as prime location for the company & assess needs:**

- Available Sites
- Incentives (MOBD)
- Workforce
- Existing Employers (Massachusetts Ambassadors)

**Based on Specifications MassEcon Assembles Team**

- MOBD
- MassDevelopment
- Trade Organizations
- Industry Groups
- Municipalities
- Regional ED Groups
- Private Sector
- ...and others

**MassEcon searches its own databases for sites**

**MassEcon sends out Bulletin to find sites and posts on [www.massecon.com](http://www.massecon.com)**

**MassEcon connects with private sector companies to find sites**

**MassEcon submits sites and coordinates private sector outreach to the company**

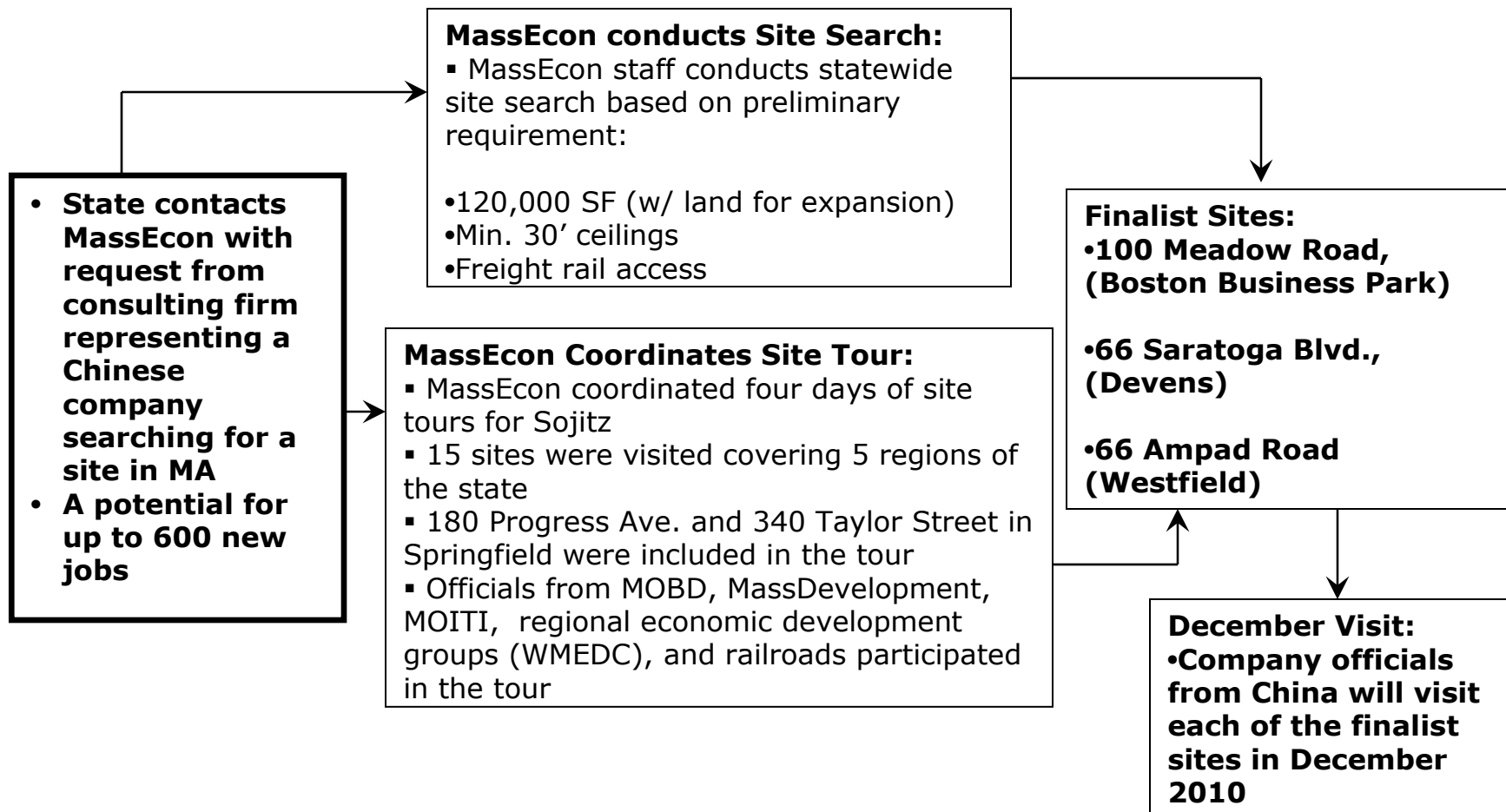
**MassEcon continues to follow up with the company and coordinate with its partners through the decision making process**



# MassEcon

Location is everything.

## Keeping Massachusetts in Play





## Ready to go *here.*

### Ready to grow.

Committed to helping businesses expand and prosper

### Ready to connect.

Unmatched collaborative network and infrastructure

### Ready to innovate.

The center for cutting edge industries

### Podcast

How BIOCIUS grew out of MIT

[Listen](#)

### Podcast

Why AMAG chose Massachusetts

[Listen](#)

### Podcast

Why Kanarka chose Massachusetts

[Listen](#)

### Elite Envelope



[End-to-End MA Manufacturer](#)

Ask the Fxner [David Arkowitz](#)



#### Select a Region:

The Berkshires

West

North Central

Greater Worcester

Northeast

495/MetroWest

Greater Boston

Southeast

Massachusetts

### West

A skilled and educated work force is ready to make connections *here.*

#### SNAPSHOT

#### MARKET READY SITES

#### TOP INDUSTRIES

Map all market ready sites

Type	Site Name	Address	City	Size	Use
Building	Southampton Road Industrial Center	1111 Southampton Rd	Westfield	270,000 SF	Industrial: Flex,Industrial,Industrial: Whse/Dist
Building	Lawry Distribution	22 Progress Ave	West Springfield	100,000 SF	Office,Industrial
Building	77 Champion Dr	77 Champion Dr	Chicopee	154,385 SF	Industrial: Flex,Industrial
Building	Springfield Tech Community College	1 Federal St	Springfield	116,000 SF	Office,Industrial
Building	Greenfield Corporate Center	101 Munson St	Greenfield	77,000 SF	Office,Industrial
Building	330 Chestnut St	330 Chestnut St	East Longmeadow	480,548 SF	Industrial: Flex,Industrial,Industrial: Whse/Dist



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## Ask the Expert Rick Hess



▶ Leading a Company in MA

## Growing from Within Konarka



▶ Learn more



## Rick Hess

Rick Hess is the President and Chief Executive Officer of Konarka, based in Lowell MA. Prior to joining Konarka, he was Chief Executive Officer of Integrated Fuel Cell Technologies, a venture-backed company in Burlington, MA.

## Ask the Expert

There's no better way to learn about business in Massachusetts than to ask someone who does it everyday.

Submit your questions on site location to be answered by our featured expert, Konarka CEO Rick Hess. The questions period will be open until 11:59pm, December 8, 2009. Answers will be published on December 22, 2009.

Send your questions in one of three ways:

1. Right on this page in the form below
2. Our Twitter account [@massecon](#)
3. Email: [ask@massecon.com](mailto:ask@massecon.com)

### Examples of Submitted Questions

What were the challenges of finding the right site for your company?

What are the challenges of doing business in the state?

What factors led you to ultimately locate to MA?

Your Name:

Email Address:

Provide Your Question Below:

▶ Send Question

### Past Topics

▶ Rick Hess, CEO of Konarka

### Stay Updated

Subscribe to future events with  

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▶ Share This





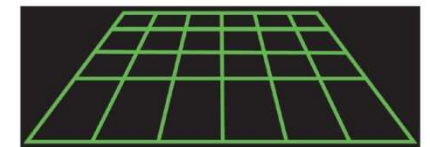
## Team Massachusetts Economic Impact Award Honorees



The Economic Development Council  
Of Western Massachusetts



**LYM●TECH®**



SCIENTIFIC  
A Division of the John R. Lyman Co.





## MassEcon Services: Marketing

### **Taking the Massachusetts Story on the Road**

- CoreNet Global (Sept 2010/Phoenix)
- Photonics Show w/ WMEDC(Jan 2011/San Francisco)
- BIO Show (May/Washington DC)

### **Massachusetts It's All Here Campaign**

- Collaborative public-private enterprise
- [www.massitsallhere.com](http://www.massitsallhere.com) promotes state as premier destination to live, work, play, and grow

### **ReadyMass**

- Brought Leading Site Locators to MA in mid-May
- Collaborating with regional and local economic developers
- Market-ready sites & [www.massecon.com/readymass](http://www.massecon.com/readymass)



# Lessons Learned

- Market as part of a region
- Understand the business you are targeting
- Focus on capturing growth of existing businesses
- ...and more



## Connecting with MassEcon

- Get on our Bulletin list for Current Site Searches
- Submit your properties for ReadyMass consideration at
- Contact: Susan Houston, Executive Director

[http://massecon.com/services/marketready\\_application](http://massecon.com/services/marketready_application)

[shouston@massecon.com](mailto:shouston@massecon.com)

781-489-6262 x11

[www.massecon.com](http://www.massecon.com)